Client Management Skills for Market Researchers: A 2-Day Class

Designed to help market researchers looking to minimize the risks, and maximize the efficacy, of client management. This program meets once a week for two weeks, 90 minutes each.

Day 1: Planning Ahead for a Great Client Management Process	• 8 critical client management concepts
	• The client-agency relationship
	• Using client-friendly language
	• Documentation recommendations and sample forms (templates provided)
	• The kick-off meeting
	• Identifying & managing difficult clients
	• Video: Interview with a Research Client
Day 2: Managing Clients During Projects	• Clients: When to involve them in the research process
	• Dealing with research skeptics
	• Effective communications strategies
	• 6 Steps to preparing clients for research results
	• Special steps for delivering bad news or unexpected results
	• In-class exercise: client scenarios in practice
	• Managing the client after the final presentation
	• Red flags & how to manage them productively
	• Closing the project
	• Final Review

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.